

1.

Who is the  
author or  
sponsor?

2.

Who is  
the  
audience?

3.

What is  
the  
purpose?

# 6 Media Questions

4.

What is  
the  
message?

5.

What  
information  
is missing?

6.

What  
techniques  
are used  
to attract  
your  
attention?



U.S. Department of Health and Human Services  
National Institutes of Health  
National Institute of Child Health and Human Development

